

FREE GUIDE

AI Website Building Best Practices

A practical checklist for using AI tools to plan, write and build a website — without publishing errors, copied content or claims you can't back up.

Format: 23-point checklist with tick boxes, in 6 sections

Use it for: Any website project where AI tools help with planning, copy, images, layouts or code

How to use this checklist

Use AI as a fast first draft, not as the final word. Work through the sections in order as your project moves from planning to launch. Tick a box only when a person has checked that item — the checks are there because AI tools can sound confident and still be wrong.

1. Plan before you prompt

- ☐ **1. Write a one-page brief first: audience, offer, pages, tone and the one action each page should drive**
AI output is only as good as the brief. Paste the same brief into every session so pages stay consistent.
- ☐ **2. Sketch the site map and page order yourself**
Let AI suggest sections, but you decide the structure, based on what your visitors need to know.
- ☐ **3. Keep a prompt log**
Save the prompts that worked and the brand rules you gave, so you can reproduce or fix results later.

2. Copy and content

- ☐ **4. Fact-check every statement AI writes about your business**
Remove anything you can't verify: invented statistics, reviews, client names, awards, years in business or guarantees.
- ☐ **5. Rewrite drafts in your own voice**
Add your real process, examples and opinions. Generic copy reads like everyone else's site.
- ☐ **6. Never paste another site's text and ask AI to "reword" it**
Use other pages for ideas only. Write from your own knowledge and notes.
- ☐ **7. Check legal-sounding text with a qualified person**
Privacy, terms and refund wording drafted by AI are a starting point only, not legal advice.
- ☐ **8. Publish fewer, better pages instead of mass-produced thin ones**
Every page should answer a real question in more depth than a short AI summary.

3. Images and media

- ☐ **9. Check the tool's licence terms before using AI images commercially**
Keep a note of which tool made each image and the terms that applied at the time.
- ☐ **10. Do not generate images of real people, logos or trademarks you have no rights to**
- ☐ **11. Avoid AI images that pass as real photos of your team, premises or customers**
Use real photos for anything that claims to be real.
- ☐ **12. Write descriptive alt text for every meaningful image and compress images before upload**

4. Layouts, code and plugins

- ☐ **13. Take a full backup before installing AI plugins or pasting AI-written code**
- ☐ **14. Test AI-generated code on a staging copy first, never straight on the live site**
- ☐ **15. Read code before you run it and remove anything you don't understand**
Watch for hard-coded keys, unknown external scripts and code that turns off security checks.
- ☐ **16. Keep plugins to the minimum and from maintained sources**
Each extra plugin adds update work and possible conflicts.

5. Privacy and security

- ☐ **17. Don't paste passwords, API keys or customer personal data into AI chats**
- ☐ **18. Check where AI chatbots or forms on your site send visitor data**
Update your privacy policy to describe any AI tools that process visitor information.
- ☐ **19. Be open about AI use where visitors would expect to know**
For example, label an AI chat assistant as automated.

6. Review before launch

- ☐ **20. A person reads every page aloud once before launch**
This catches robotic phrasing, repeated lines and mistakes.
- ☐ **21. Every link, button and form is clicked and tested**
- ☐ **22. Pages pass a basic accessibility check**
Readable contrast, heading order, keyboard navigation and alt text.
- ☐ **23. Each page has its own title and meta description, checked by a person**

Note: AI tools change quickly, and so do their terms. Re-check licence and privacy terms for the tools you use at least once a year. This guide is general guidance only, not legal advice, and no outcome is promised.